PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. R. N. Thomson Date: August 26, 1975

From: J. E. Wickham

Subject: Comparison of Market Survey #17 Data of TITL vs. Philip Morris

The tar and nicotine data generated on the 17th Market Survey showed good agreement with similar data published in the Philip Morris C.I. Report dated June, 1975 (see Graphs I & II).

The samples for the 17th Market Survey were obtained by the Federal Trade Commission (FTC) in April, 1975 from retail stores. A comparison of the FTC, TITL, and Philip Morris data will be issued when the FTC data are available. The overall average of 141 cigarette brands tested in this survey for tar and nicotine are as follows:

	Tar, mg/cigt.	Nicotine, mg/cigt.
TITL	17.5	1.13
Philip Morris	17.2	1.15 1.13
FTC	17.5	1.12

The tar monitor level at TITL for Survey #16 was 17.7 mg/cigt.; whereas, the tar level for Survey #17 was 18.0 mg/cigt. This was a shift upward of 0.3 mg/cigt. The overall mean for Survey #17 was 0.3 mg tar higher than for Survey #16. Forty-nine (49) brands increased in tar from Survey #16 to Survey #17; whereas, eighteen (18) brands decreased in tar.

JEW: gmm

JEW

cc: Dr. H. R. Wakeham
Mr. F. E. Resnik
Dr. R. B. Seligman

Attachments (2)

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Source: https://www.industrydocuments.ucsf.edu/docs/fmvl0001